

Message Text

PAGE 01 STATE 146449

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TO AMEMBASSY OTTAWA

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E.O. 11652: N/A

TAGS: ETEL, CA

SUBJECT: CRTC CHAIRMAN JUNEAU VISITS WASHINGTON, DISCUSSES
BORDER TV ISSUES

REFS: OTTAWA A-305; MONTREAL A-74

1. SUMMARY: CANADIAN RADIO-TELEVISION COMMISSION CHAIRMAN
PIERRE JUNEAU DEFENDED CRTC'S TELEVISION POLICY IN A
SPEECH AND IN MEETINGS WITH FCC AND STATE DEPARTMENT
OFFICIALS, CONGRESSMAN TORBERT MACDONALD OF INTERSTATE AND
FOREIGN COMMERCE COMMITTEE, AND INDUSTRY REPRESENTATIVES
DURING HIS JUNE 16-18 VISIT HERE, AND AGREED TO HOLDING
FURTHER TALKS WITH FCC AND STATE. END SUMMARY.

2. JUNEAU VISITED WASHINGTON TO SPEAK AT ENGLISH-SPEAKING
UNION SEMINAR ON US-CANADIAN RELATIONS. SPEECH, TO ABOUT
50 PEOPLE, REPEATED MUCH OF JUNEAU'S APRIL 29 ADDRESS TO
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PAGE 02 STATE 146449

CANADIAN ASSOCIATION OF BROADCASTERS, DEFENDING CRTC
MEASURES TO STRENGTHEN CANADIAN TELEVISION INDUSTRY BY
MAKING US BORDER TELEVISION LESS ATTRACTIVE TO ADVERTISERS
AIMING AT CANADIAN AUDIENCES. SPEECH RECEIVED NO ATTENTION

IN WASHINGTON PRESS.

3. TWO-HOUR MEETING WITH FCC CHAIRMAN WILEY COVERED

TELEPHONE MATTERS (IN ANTICIPATION OF CRTC'S EXPANSION TO INCLUDE AUTHORITY IN THAT FIELD) IN ADDITION TO TELEVISION ISSUES. AS JUNEAU ACKNOWLEDGED LATER, WILEY MADE ABUNDANTLY CLEAR HIS DISTASTE FOR DELETION POLICY. MEETING ENDED WITH NO CHANGES IN POSITION, BUT WITH AGREEMENT THAT ADDITIONAL MEETINGS ON TOPICS OF MUTUAL INTEREST WOULD BE DESIRABLE.

4. MEETING WITH DEPUTY ASSISTANT SECRETARY WALDMANN AT STATE DEPARTMENT FOLLOWED SIMILAR PATTERN. BESIDES EMPHASIZING DISTASTE FOR DELETION AND FEAR OF ISSUE RAISING ACRIMONY ALONG BORDER, STATE ASKED WHETHER TAX DISINCENTIVE OF BILL C-58 MIGHT NOT SUFFICE TO ACCOMPLISH CRTC OBJECTIVES. JUNEAU SUSPECTED STATIONS WOULD OVERCOME TAX HANDICAP BY CUTTING RATES TO CANADIAN ADVERTISERS.

5. JUNEAU CAUTIOUSLY RAISED POSSIBILITY OF US-CANADIAN AGREEMENT EXTENDING EXISTING PRACTICE WHEREBY FCC AND CRTC LICENSE STATIONS TO PRODUCE PROGRAMMING SERVING AUDIENCES ONLY WITHIN RESPECTIVE COUNTRIES TO COVER ADVERTISING; SUCH AN AGREEMENT WOULD PRESUMABLY REQUIRE THAT PROGRAMMING AND ADVERTISING BE DIRECTED ONLY TO LISTENER AREA WITHIN JURISDICTION OF LICENSING AUTHORITY AND WOULD NOT ALLOW UNLIMITED "EXPLOITATION" ACROSS THE BORDER.

6. JUNEAU AND WALDMANN AGREED TO PLANNING TO MEET FURTHER, ARRANGING THROUGH CANADIAN EMBASSY; AND TO TELLING PRESS, IF ASKED, THAT DISCUSSION HAD BEEN CORDIAL AND FRANK AND THAT ANOTHER MEETING WOULD BE PLANNED. JUNEAU WARNED THAT REGARDLESS OF PROSPECT OF FURTHER TALKS, CRTC IN MEANTIME WOULD CONTINUE TO REQUIRE DELETION AS CONDITION OF NEW AND RENEWED LICENSES.

7. WE BELIEVE JUNEAU LEFT WASHINGTON WITH FULLER AWARENESS
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PAGE 03 STATE 146449

OF US CONCERN OVER DELETION/SUBSTITUTION, BUT HE GAVE NO HINT, OTHER THAN AGREEING TO FURTHER TALKS, THAT ANY CHANGE IN POLICY IS POSSIBLE. KISSINGER

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